



FALCON FOCUS

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BE RESILIENT AND STAND STEADFAST

to our guns and be ready for when it turns positive, which it will surely do at some stage. As mentioned in the previous Falcon Focus, our Research & Development team

further into Africa and it has become a requirement of the Importer's Agreement that Falcon must import and distribute the Amazone spare parts. In view of this, Falcon and Prodist agreed that Falcon would take back the distribution of Amazone spare parts, effective 4 January 2016. We trust that we will live up to your expectations. Please do not hesitate to contact us should the need arise.



AMAZONE SPARE PARTS

Please be assured that we are monitoring prices very closely and that we are one of the few companies that did not hike our prices when the rand plummeted, thus giving us the benefit of stock with lower prices to pass on to our customers. Unfortunately this stock has now run out and we were therefore forced to increase our prices from 8 February 2016.

In closing, we look forward to a more positive 2016, and the recent rains are definitely contributing towards this. Commodity prices are high and we hope this will assist those of our farmers who have planted, to recover some of the losses experienced during the droughts. Be resilient and stand steadfast!

In the future, the year 2015 will be remembered for many different reasons in South Africa. The worst drought in 100 years in some areas, three finance ministers in a few days, the rand declining to its worst levels ever, and topping it all, losing rugby internationals to Argentina and Japan in the same year. On our own doorstep we have seen companies struggling, with Greenfields (Foton), Reapers and Landmech all recently closing their doors.

has been developing a range of locally manufactured flail mowers, with cutting widths of 1,5 to 2,3 m. These flail mowers are now in production and are already being used in pasture management applications in the dairy industry as well as in many other grass applications. We are also currently testing the mower in orchards, where it is being used to shred and pulverise prunings. These tests should be concluded by the end of May 2016.

All of us need to be resilient (hardy, strong, tough, robust, spirited and durable) and stand steadfast (firm, together, resolute, dedicated, loyal, reliable and trustworthy) during these difficult times. We need to stick

As you are aware, Falcon is the sole importer of Amazone implements and spare parts into South Africa and certain countries in Sub-Saharan Africa. In partnership with Amazone, there is now a strategy to expand

Warm regards

Steve Thurtell
Managing Director

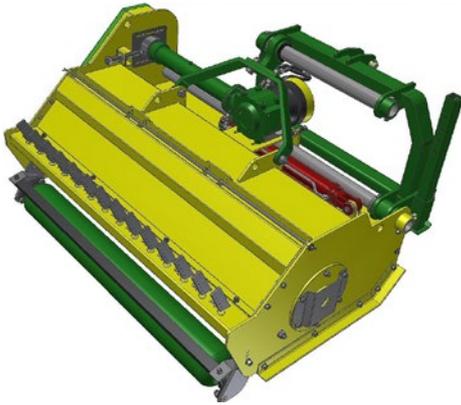


PS. In the middle of difficulty lies opportunity. – Albert Einstein

PPS. When faced with a challenge, look for a way, not a way out. – David Weatherford



THE NEW FALCON FLAIL MOWER



With the rand at an all-time low it is a good time to add another locally manufactured product to the Falcon range of implements. Falcon has, for many years, imported and distributed a range of flail mowers and shredders which have proved to be very successful. A growing interest in the use of flail mowers for pasture topping means that the time is ripe to introduce locally manufactured mowers that have the capability to do this job efficiently and cost-effectively. The construction of the Falcon flail mower is based on the lessons learned from the many years of experience with the imported models combined with the local knowledge of the unique South African conditions and specific requirements in the field.

The new mowers have been subjected to exhaustive field tests over the past year, under many different field conditions, and the general opinion from the farmers who have been conducting these tests is that we have got it right! The mowers are now in production, in sizes from 1,5 to 2,3 m, and will be officially launched at this year's NAMPO Show in May. In the meantime, tests are underway in orchards and vineyards, where the mowers are set up to shred, mulch and desiccate prunings and at the same time maintain the grass and vegetation between the trees and vines.

The engineers in the Research & Development team at Falcon have access to the latest CAD (Computer-aided design) programmes, so full engineering drawings, digital prototypes and component list are available before manufacturing begins. Digital prototyping results in considerable savings before actual prototypes are physically built and enables proper costing to be undertaken to ensure that the final design is the most efficient and cost-effective possible.



EXPORT NEWS

On 26 and 27 October 2015 it was all systems go at Falcon Agricultural Equipment (Pty) Ltd in Merrivale, KwaZulu-Natal as staff prepared to load two 40-foot containers with 62 Falcon-manufactured implements.

The shipment consisted of Falcon Slashers and Haymakers® in 1,5 m and 2 m cutting widths fitted with the tried and tested F50 and F80 Falcon-manufactured gearboxes.



The containers were loaded and the valuable contents secured, and they left on the journey to Kenya and Uganda where Mascor, our designated dealer, awaited their arrival.

All went according to plan and according to our dealer in Uganda the load arrived at the respective destinations well within the timeframe and in good condition. He said, "You can certainly show many companies how to send machinery correctly. The implements arrived in excellent condition and were very well packed."

Mascor Kenya is situated in Kisumu, an area where grain, tea and maize are produced. The majority of farming is dryland, and two rainy seasons a year with levels of up to 2 000 mm a year make these crops and farming practices possible. Falcon implements are well suited to handling the heavy growth produced in these conditions. Generally, farmers are faced with many challenges, which include high cost of inputs, lack of credit facilities, flooding, unpredictable rainfall or low rainfall in some areas, weak marketing channels and poor physical infrastructure.



Mascor Uganda is situated in Kampala, and crops produced here are similar to those in neighbouring Kenya. Uganda is Africa's largest exporter of coffee, which is also one of the country's top foreign exchange earners. Most areas usually receive plenty of rain. In some years, small areas in the south-east and south-west have averaged more than 150 mm a month. Challenges facing farmers include the state of disrepair of the nation's roads, the marketing system having been almost destroyed, increasing inflation, and low producer prices.

DEALER BROCHURE STANDS FEEDBACK

Mid-2015 our Regional Sales Managers started distributing our newly designed and custom-made dealer brochure stands. We would like to thank all the dealers for the positive responses we have been receiving as well as the encouraging input with regard to setting up and displaying the stands. While we are still in the process of allocating the stands we would like to share some images of our new stands we have received from some of our dealers.



FALCON STAFF: INTERNAL SALES AND AMAZONE SPARE PARTS

Here is a chance to put a face to the voice.

These are the ladies whose mission it is to process every dealer's orders and enquiries timeously.

... and then there's Chris ...

Chris has recently joined the team and his key responsibilities will be to ensure that Falcon has

sufficient and accurate Amazone wearing parts stock levels at all times. This will allow us to have an acceptable turnaround time from receiving orders to dispatching Amazone spares to all our dealers.



Amanda Strydom
Internal Sales Team Leader



Liza Little
Internal Sales Coordinator



Angelique de Klerk
Internal Sales Coordinator



Chris Coucourakis
Amazone Product Specialist

FALCON FACTORY YEAR-END CELEBRATIONS

Falcon is proud to share its pleasure in presenting long service awards to six of its factory staff members. Every year at the factory year-end function we announce long service awards for our staff members.

This year we are delighted to announce that three of our factory staff members celebrated their 10-year anniversary and another three completed their 20th year of service at Falcon.

Every year Falcon aspires to provide its factory staff with a year-end gift in recognition of their service and this year we provided each staff member with a versatile jacket and a trendy cap.

We value every employee and their contribution to building the Falcon brand year after year.

10 YEARS SERVICE AWARD



Percival Potgieter



Patrick Hlela



Bekabantu Radebe

20 YEARS SERVICE AWARD



John Ngubane



Moses Zibuse



Zain Bhagwandin

SOCIAL RESPONSIBILITY UPDATE

Since the last news update, Falcon has continued to assist God's Little Lambs preschool, this time with a project we could not wait to get involved with. God's Little Lambs is a non-profit organisation and is blessed with many caring and supportive individuals who donate their time and skills, if not money, in aid of the community children.

The school had been given the opportunity to expand in order to keep up with the high demand from the community. The neighbouring land, which

holds an uncompleted two-bedroom building, became available. As soon as all negotiations and legal discussions were finalised the school became the owner of the property and the project kicked off.

Falcon contributed by donating railings for the steps, modesty partitions for boys' and girls' toilets, burglar bars in front of all the window panes, and two security gates for added safety. With many other community sponsors involved, the project



was completed in no time and the community pastor blessed the second building with an official opening in December 2015. The school can now easily accommodate 150 children and provide each child with a meal twice every day.

